AMENDMENTS TO THE CLAIMS

Please cancel claims 3, 5, and 8 without prejudice or disclaimer of the underlying subject matter and amend claims 1 and 7 as set forth below.

1.   (CURRENTLY AMENDED) A presentation method for providing advertisement information stored in a server to an exhibitor via a network comprising the steps of:

requesting access to information stored in the server over the network;

selecting advertisement information among information stored in the server when access is authorized;

sending selected advertisement information from the server to the exhibitor over the network,

wherein the selected advertisement information is a questionnaire, and a response to the questionnaire is communicated over the network from the audience to the ~~server~~server, and

wherein the advertisement information sent to the exhibitor is transmitted to a movie theater and shown to the audience before or after a feature presentation as a digital motion picture projected from a movie projector.

2.   (PREVIOUSLY PRESENTED)   The presentation method for advertisement in accordance with claim 1, wherein said method further comprising the step of:

requesting access to a server of an advertising client via an electronic medium; and storing advertisement information on the server when access is granted.

3.   (CANCELED)

4.   (PREVIOUSLY PRESENTED)   The presentation method for advertisement in accordance with claim 2, wherein content of the advertisement information is changed in real-time by the advertising client.

5.   (CANCELED)

6.   (CANCELED)

7.   (CURRENTLY AMENDED) The presentation method for advertisement in accordance with ~~claim 6~~claim 4, wherein personal information of the audience is registered and the personal information associated with the response is transferred to the server.

8.   (CANCELED)